

Renee Apelo, "Artastic" Website Design Creative Brief

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Project Summary:

Artastic is an independent small animation production company which creates adorable family-friendly award-winning cartoons both for offline and online use. Grisette The Tabby Cat is the company's mascot. The company's goal is to help brands achieve new heights, thanks to amazing storytelling and unique designs. In addition, this studio has various advanced technology, such as our voice recorder, video editing software, and a film reel to actually make our cartoon creations come to life.

Target Audience: Artastic's target audience is a family friendly demographic.

Perception/Tone/Guidelines:

1. Fun, friendly, Trustworthy, straightforward
2. Clean, colorful, organized, lots of white space
3. Information should have a family-friendly tone
4. Very easy to navigate and utilize

Communication Strategy:

Artastic Animation Studios' website starts with a homepage and links such as About Us, Gallery, Awards, and a Contact page. The website shows various concept art of original characters, such as Grisette The Tabby Cat, Princess Magenta and Pearl, Marine Pearl, and Fuschia Heart. This will create a visual image that will help visitors remember the name of the website and be more likely to become return customers.

The development of concept art of original characters starts with an opportunity for customers to send or ask information about their needs. The Artastic Animation Studios can then follow through with the customer.

Competitive Positioning:

Artastic Animation Studios has many competitors with famous big studios, like Disney, Pixar, Dreamworks, and even Illumination Entertainment. The complex product portfolio that these companies offer tends to make them difficult to use, requiring excessive searching, scrolling and clicking.

The ease of use and the specific focus on developing original characters is what will separate Artastic's website from its popular competitors. Artastic Animation Studios' unique, fun and customer-focused original character design will help differentiate its website from other competitors.

Single-minded Message: Cartoons for all ages and by independent animators.